

## ABSTRACT

The additional information inserting apparatus according to the present invention encodes additional information signals using two or more kinds of encoding methods/encoding formats to generate two or more kinds of insertion patterns encoded by respective methods, and multiplexes and superimposes the respective encoded insertion patterns to main information signals. Thus, the additional information can be detected by decoding the encoded insertion patterns in accordance with at least either of the encoding methods/encoding formats. Even though one set of the additional information is deteriorated due to signal processing, attack, or other causes, the additional information can be detected correctly using the other set of the additional information. Furthermore, even though the additional information is important information as seen from a view of security, the security information cannot be completely erased, revised, or caused to be useless as long as all the encoding methods are not broken, which can ensure the protection of the copyright.